

Long Range/Regional Planning Project Update

Overlapping Phases and Activities



Public Outreach and Input

Jan 06 – Jan 07

Polling and Survey Research Jan – May 06

Opinion Leader Outreach and Meetings Jan – June 06

Project Launch June 06

Newsletter Release June 06

Stakeholder Workshops July 06

Sep 06 – Nov 06 Newsletters and LPB Coverage

Jan 06 Scenario Open Houses

Jan 07 Roll-Out and Voting

Newsletter Release



CREATING A REGIONAL VISION FOR SOUTH LOUISIANA

LOUISIANA SPEAKS
Our Voice. Our Plan. Our Future.

Louisiana Speaks is a long-term community planning initiative of the LRA designed to support the development of a sustainable, long-term vision for South Louisiana. In the wake of Hurricanes Katrina and Rita, this effort will address planning at every level of recovery, including: buildings, neighborhoods, parishes and the South Louisiana region.

Moving Forward . . . With Your Help!

The hurricanes of 2005 devastated vast areas of South Louisiana. In the wake of Katrina and Rita, the future still seems uncertain. But, recovery work guided by the Louisiana Recovery Authority is now well underway. The time has come to integrate efforts aimed at getting Louisiana back on its feet into a broad and ambitious vision for Louisiana's future.

Louisiana Speaks is the LRA's initiative to plan for the recovery and future growth of South Louisiana. Now, Louisiana Speaks is developing a regional plan for sustaining the Louisiana qualities that make South Louisiana special while taking steps toward a safer, stronger, smarter future.

But we need you. It is your ideas, suggestions, and expertise that will make this planning effort real and relevant. Together, we can shape a groundbreaking plan that will accelerate the recovery and spur healthy new growth.

Hasn't there been plenty of planning and discussion already? Yes, but most of the planning in the state since September 2005 has, appropriately, focused on the day-to-day needs of communities and displaced residents. Regional planning is the next step. Louisiana Speaks regional planning effort will incorporate these short-term efforts into a broader vision for



Louisiana Speaks is developing a long-range regional plan for sustaining and enriching South Louisiana.

the future that is true to your values, aspirations and dreams. This will mean bringing people from across South Louisiana together to make tough choices about storm protection, wetland restoration, economic development,

community growth, infrastructure priorities, and cultural diversity. To get this right, we need you to be part of the process.

Get involved. Turn the page.

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For more information, visit our website: www.louisianaspeaks.org

PLANNING FOR OUR FUTURE



Citizens from across the state to develop a regional plan.

and Where We're Going

Ultimately, it is Louisianians who must decide Louisiana's future. Since November 2005, Louisiana Speaks has been listening to you. In addition to our consultants' survey work, our team has looked carefully at the past and present of the state's cities and towns and met with many community leaders in impacted areas.

Building upon the input of more than 100 community leaders from across the region, our team will create a series of "pictures" of what South Louisiana might look like in the future. The pros and trade-offs we all make will define it.

Well Louisiana will be protected from natural disasters. Areas will see the most development. A range of jobs will be available. Housing will be affordable to a range of incomes.

Beginning this fall and winter, we will all begin to answer these questions by looking at possible futures. The long-range planning process will begin a broad public discussion of what the different pictures of our future might look like as they come together. You'll be able to follow this on the internet, on television, on radio, and in newspapers. We will ask you which future you'd like to see and which ones you wouldn't, and you'll be asked to vote on your preferences.

Then we'll develop a strategy that the LRA and other state and local officials can execute to make the most desirable future a reality. Your vision and these actions will become the long-range plan for South Louisiana.

DID YOU KNOW?

Pre-hurricanes, Louisiana was the number one producer in the US of crawfish, oysters, crabs and shrimp.

Pre-hurricanes, maritime activity at the Port of New Orleans was responsible for more than 107,000 jobs, \$2 billion in earnings, \$13 billion in spending, and \$231 million in taxes.

In 2004, the Louisiana oil & gas industry ranked fourth in the nation for oil production with 84 million barrels, and fifth in the nation with gas production of 1.4 million cubic feet.

PROTECTION AND COASTAL RESTORATION



square miles of coastal wetlands. The current rate of land loss is 17 square miles per year.

be gone by 2050—that's equivalent of one-quarter of the state. And as this land disappears, storms it once provided jobs, and environment is left vulnerable, and placing the nation's primary sources of food and fisheries in peril.

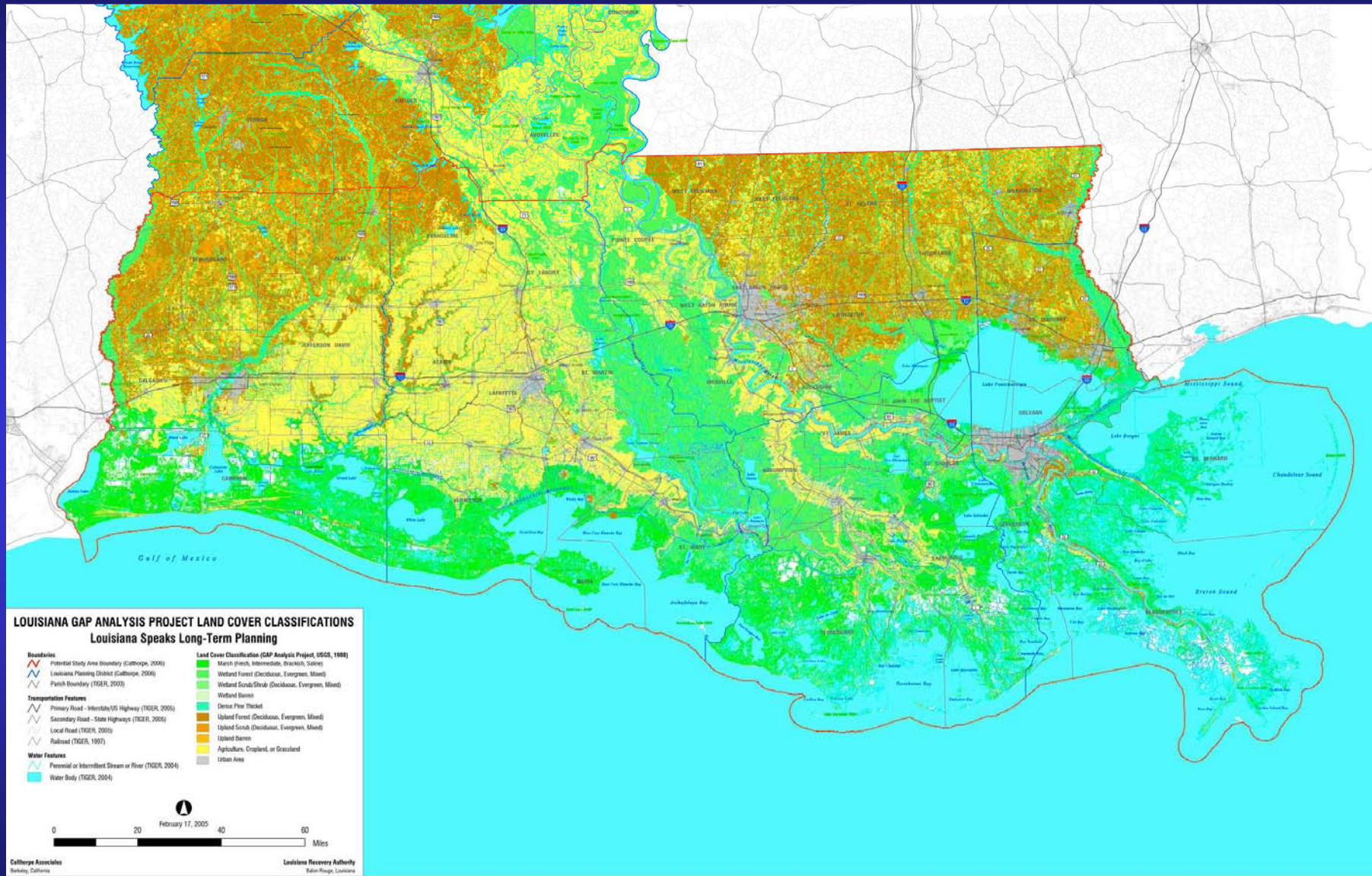
ve capacity to address the question is how. We all shape our future. And landscape restoration efforts are not new to Louisiana since the 1980s, and have been part of our history.

store and protect the knowledge, localized, able to deliver the lead, it will be a planning process.

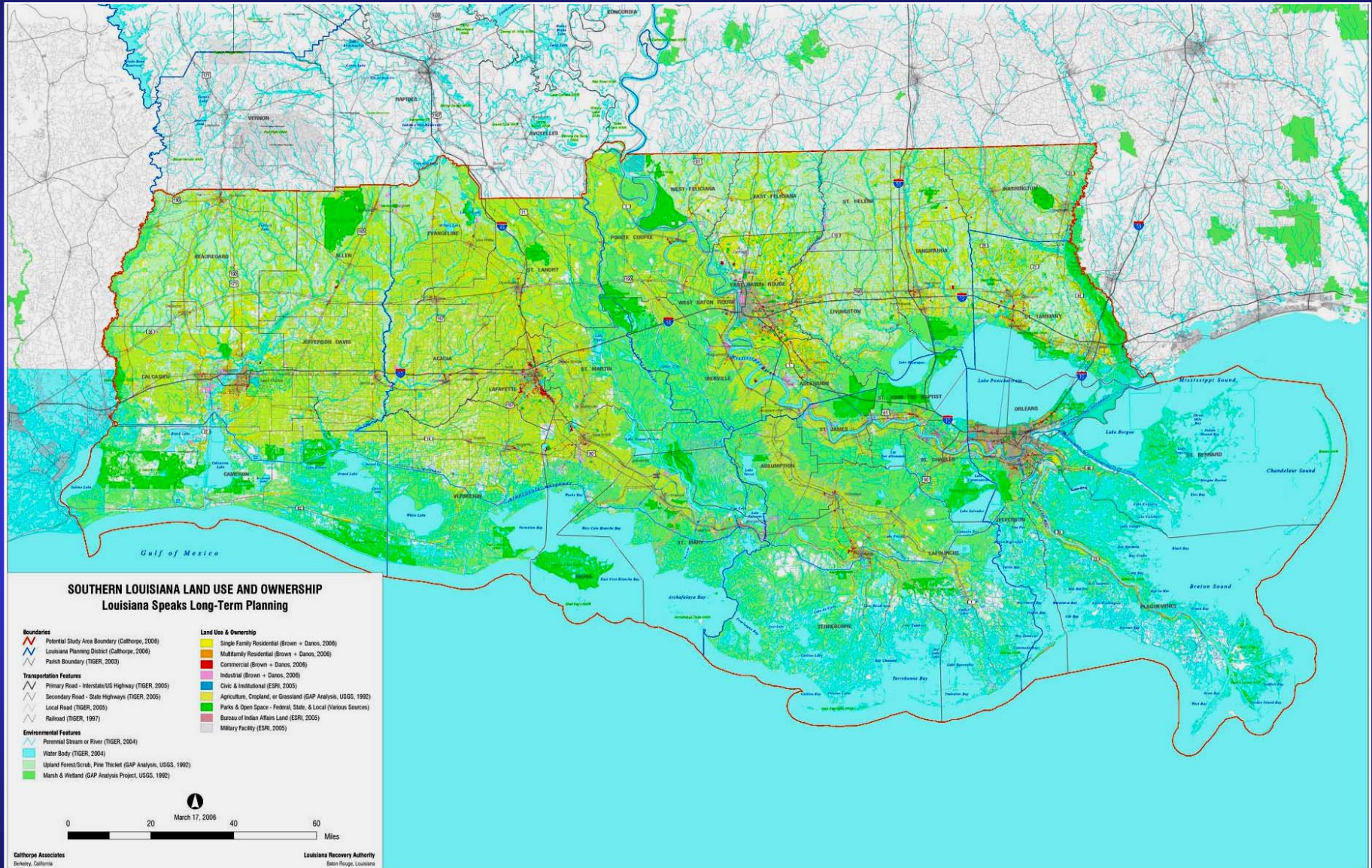
During the 20th century, coastal Louisiana lost 1.2 million acres of land. If nothing is done we could potentially lose another 435,000 acres in the next 50 years. That's more than four Lake Pontchartrains.

on a regional scale. The Louisiana Speaks regional planning process is doing just that. We are working closely with federal, state, and local decision makers, and directly with the public. Louisiana Speaks will stimulate discussion about strategies for restoring the coastal ecosystem and protecting Louisiana from future storms. The different future scenarios will present benefits and consequences of each strategy, including honest discussion of the potential costs and possible damage from future storms.

Southern Louisiana Land Cover



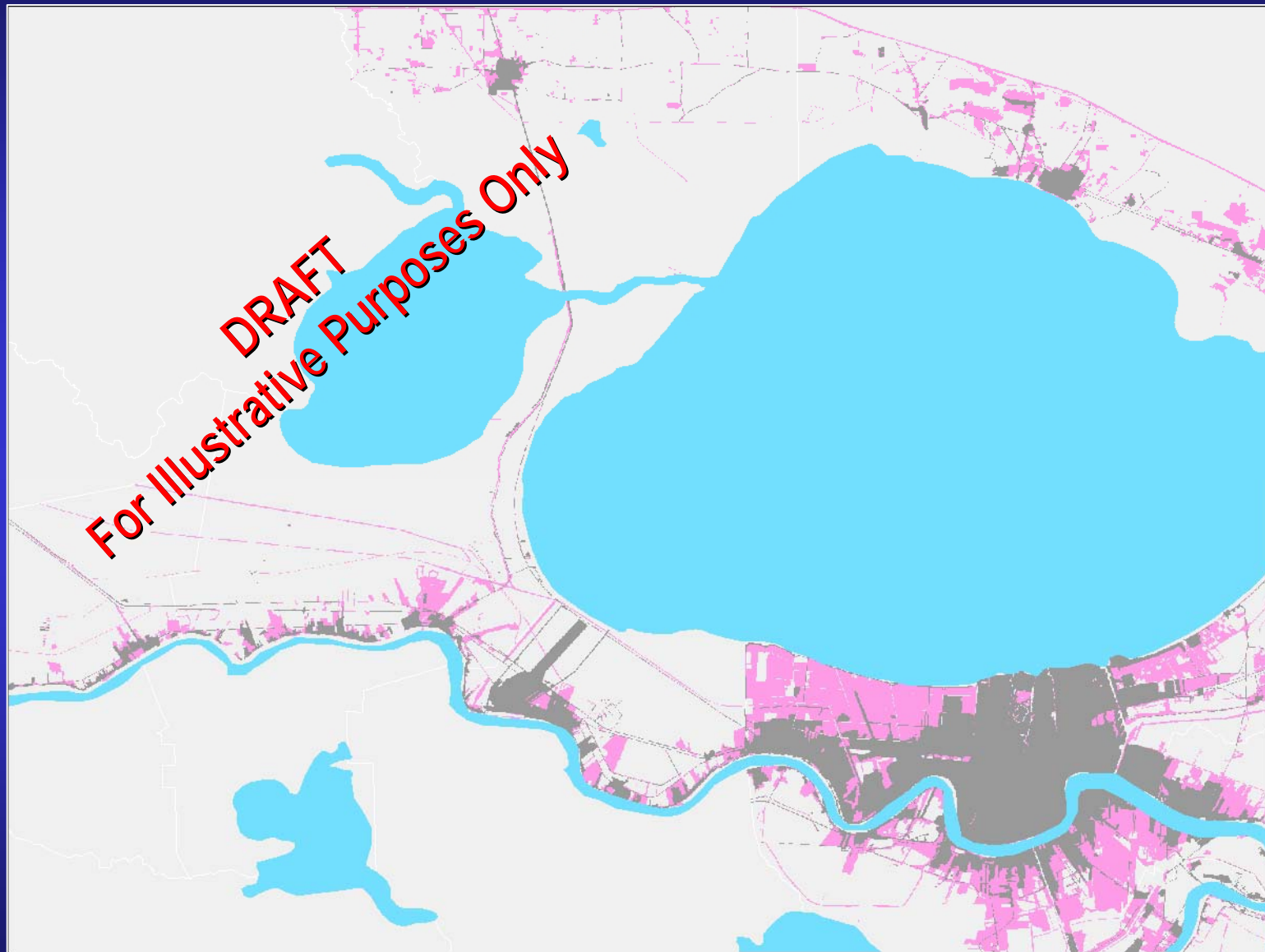
Southern Louisiana Land Use



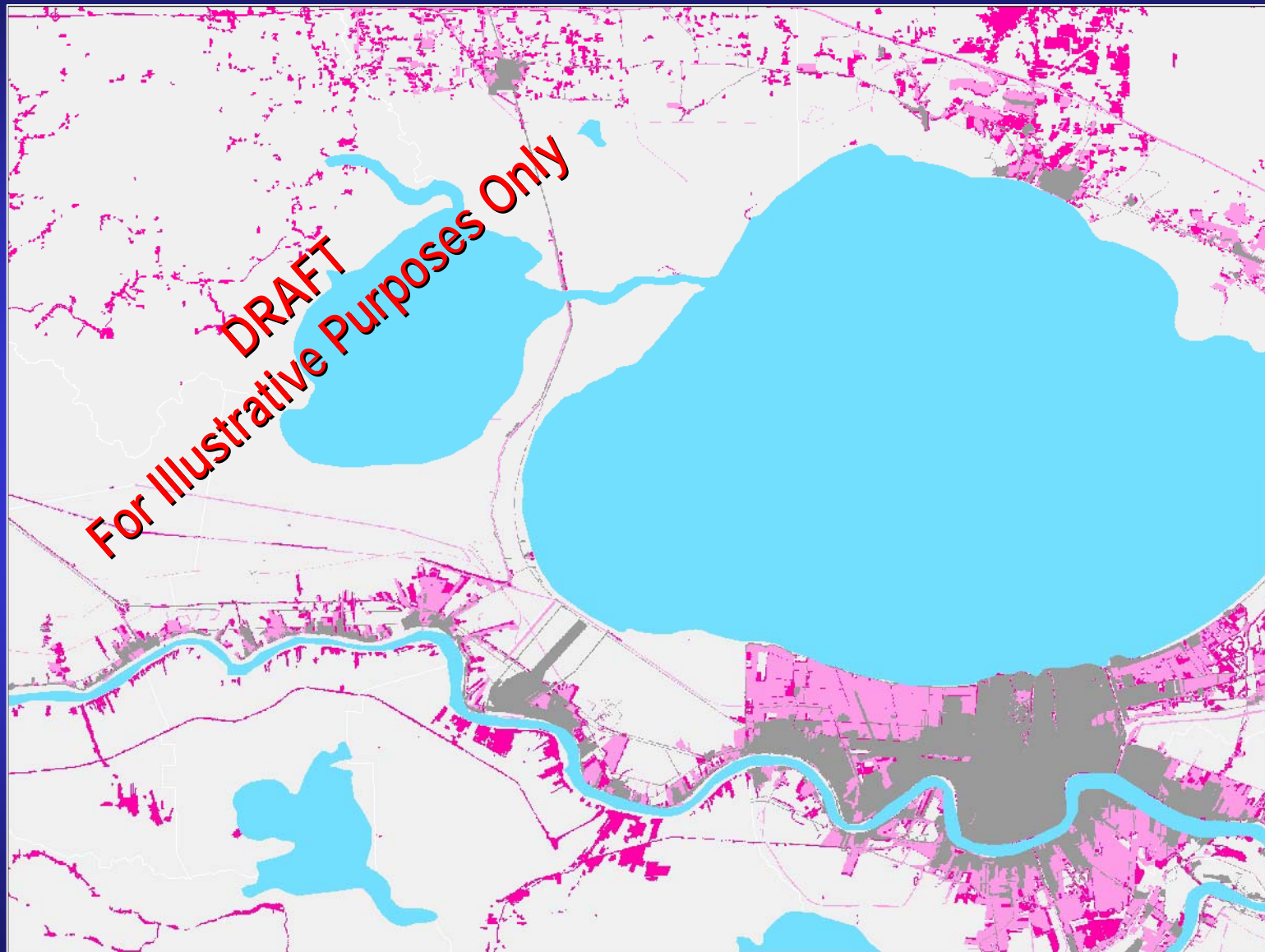
Urban Land Area – 1956



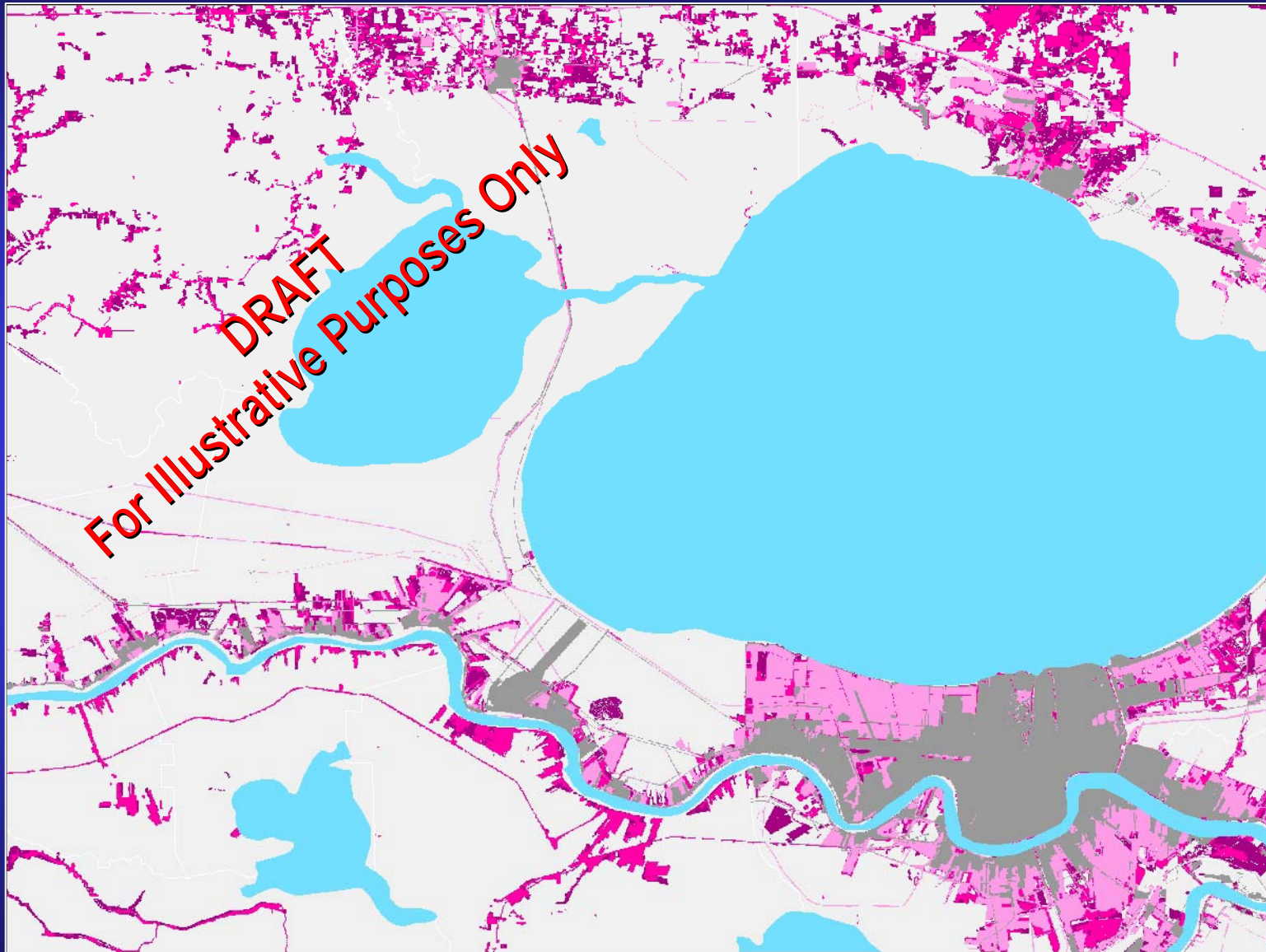
Urban Land Area – 1978



Urban Land Area - 1992



Urban Land Area – 2004



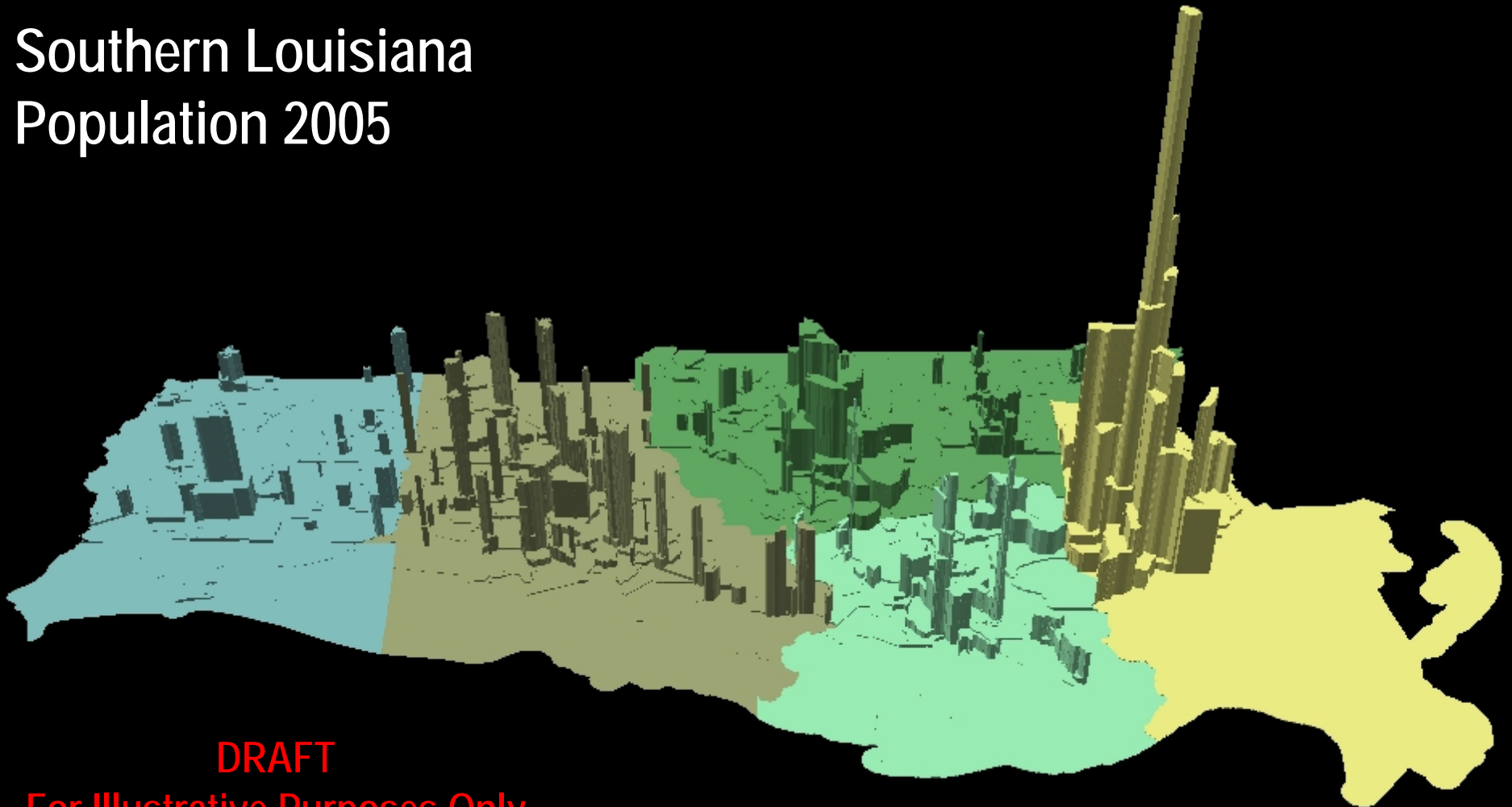
Damage in from Katrina and Rita



Building the Virtual Present

Added Challenges in Southern Louisiana

Southern Louisiana Population 2005

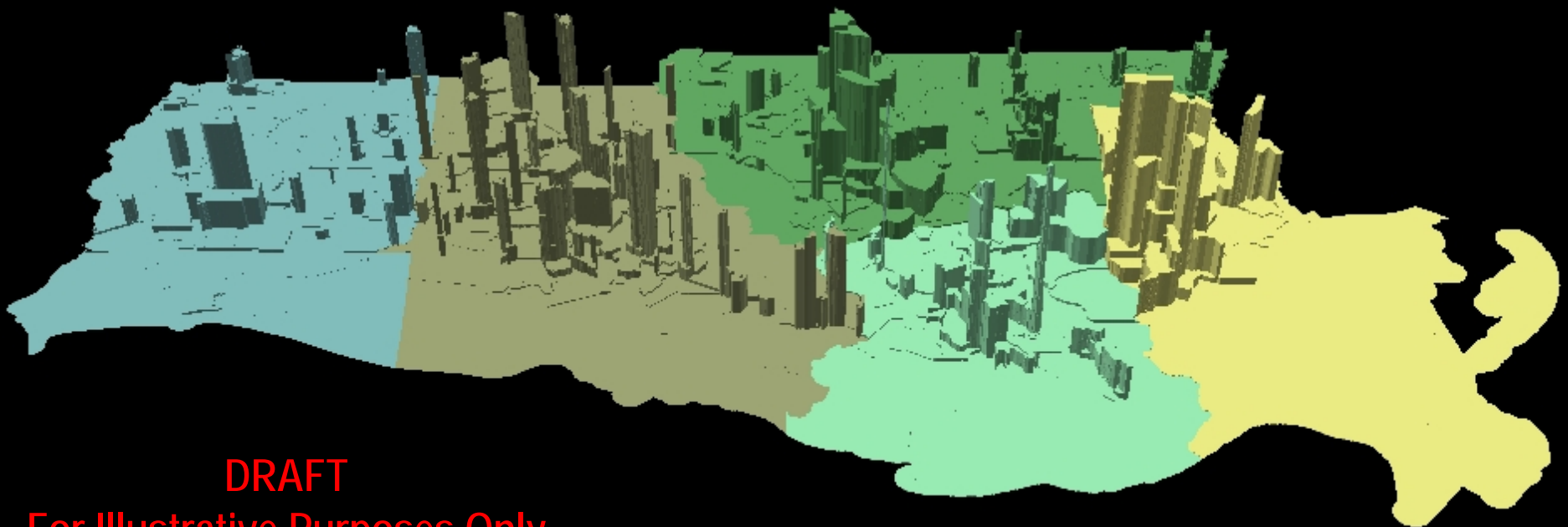


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For Illustrative Purposes Only

Building the Virtual Present

Added Challenges in Southern Louisiana

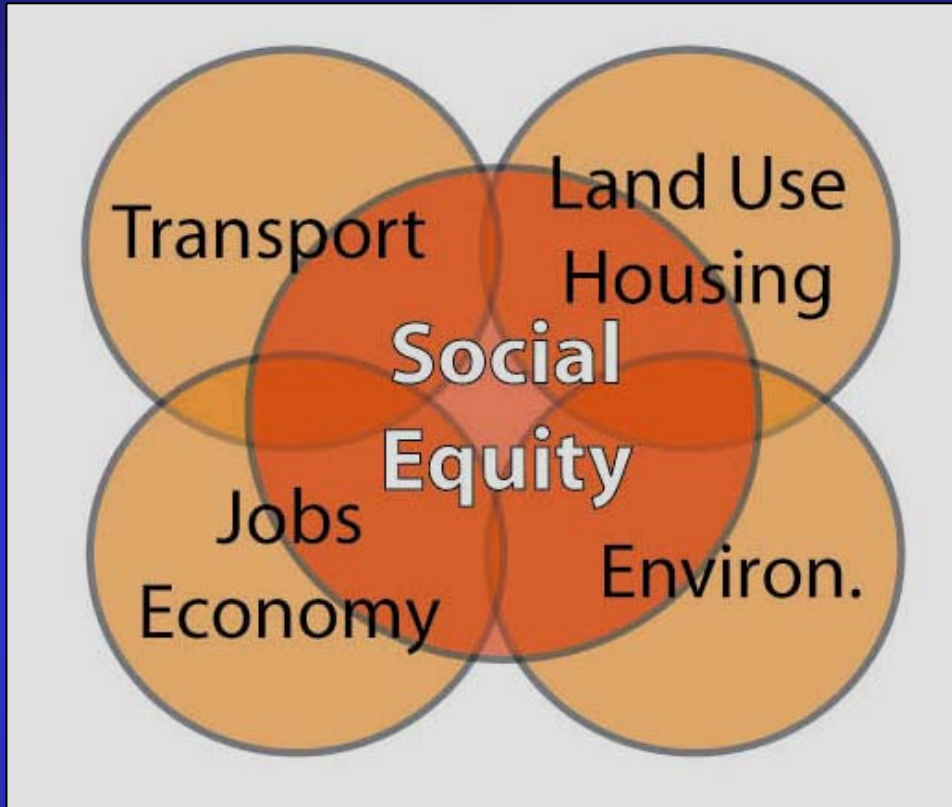
Southern Louisiana Population 2006



DRAFT
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Building Virtual Futures - Scenarios

Realizing Choices – Decisions and Policy



- Physical scenarios explore people's **choices and preferences**
- The scenario process is able to measure or quantify the impact of many of these choices
- This process also needs to engage people in the policy decisions and actions required to realize their choices

The Making of Scenarios

Population and Economy

Economy &
Forecasting

Population

Jobs

Land Base

Coastal
Restoration

Storm
Protection

Land Development

Land Use
Pattern

Transport
Network

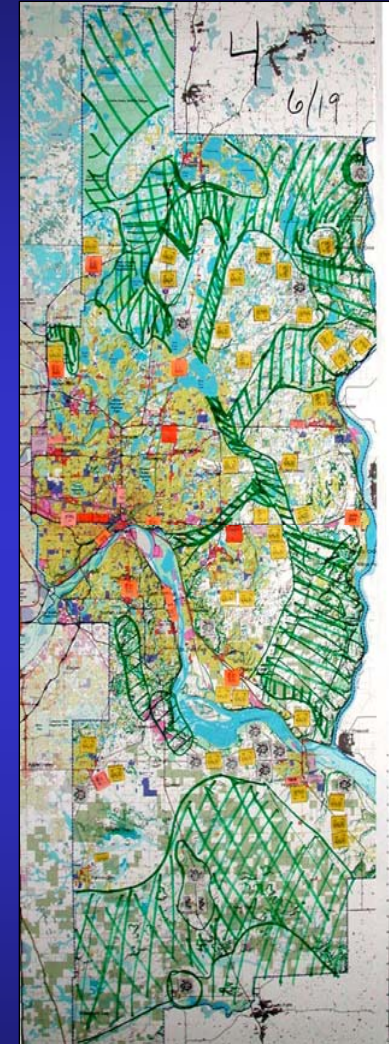
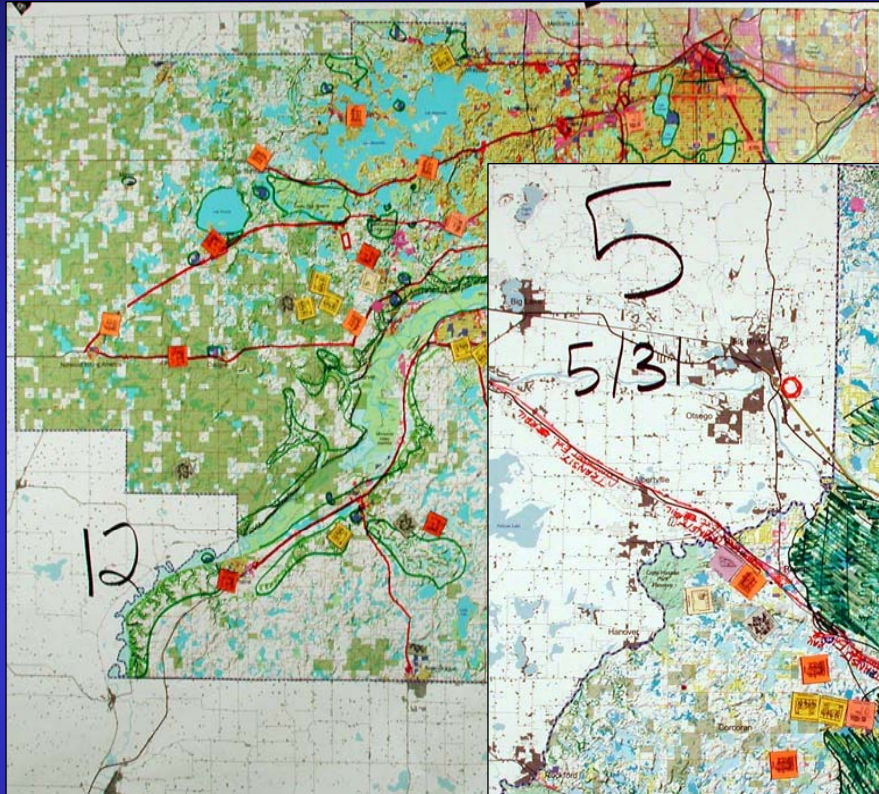
Scenario Input: Stakeholder Workshops



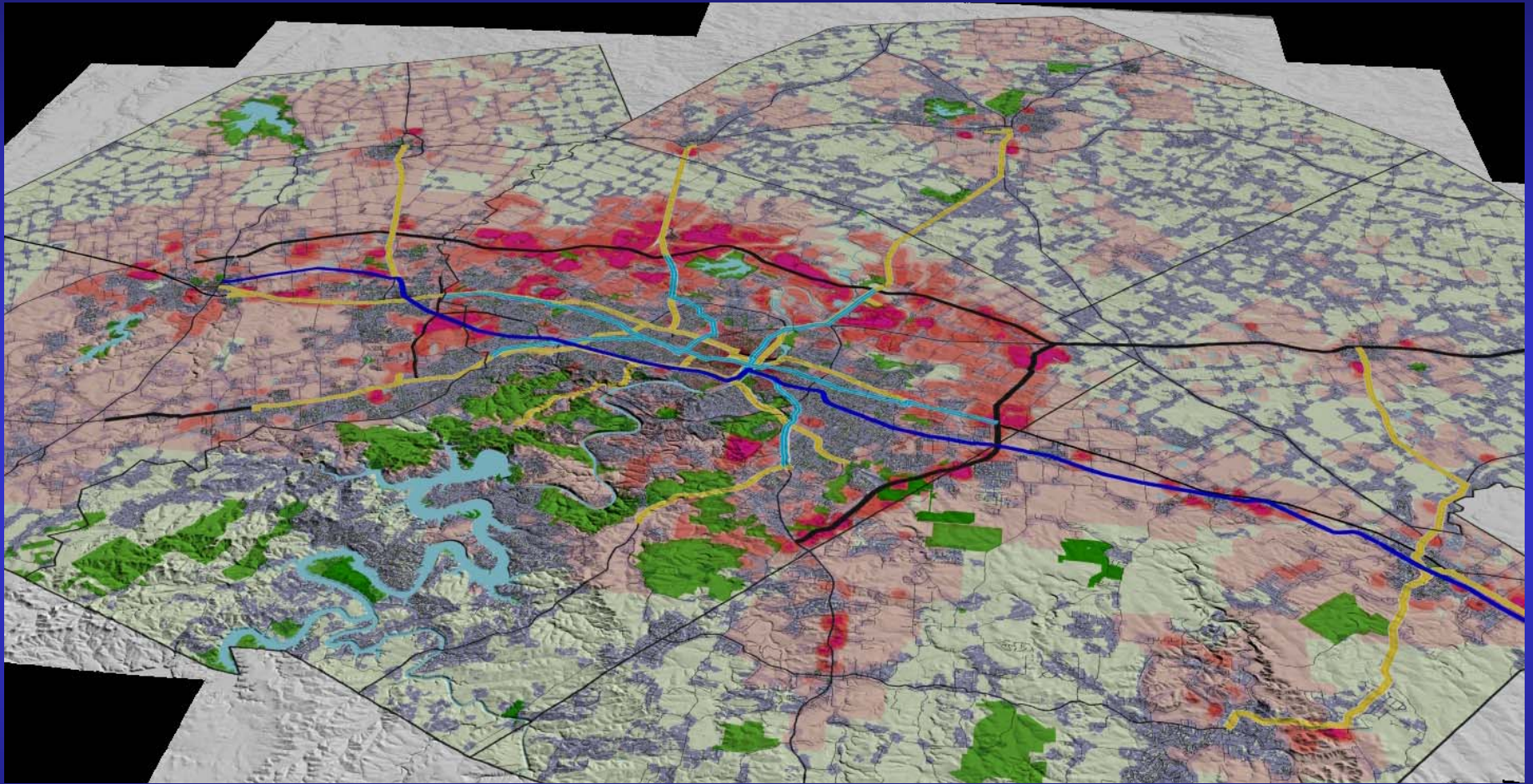
Scenario Input: Stakeholder Workshops



Workshop Input

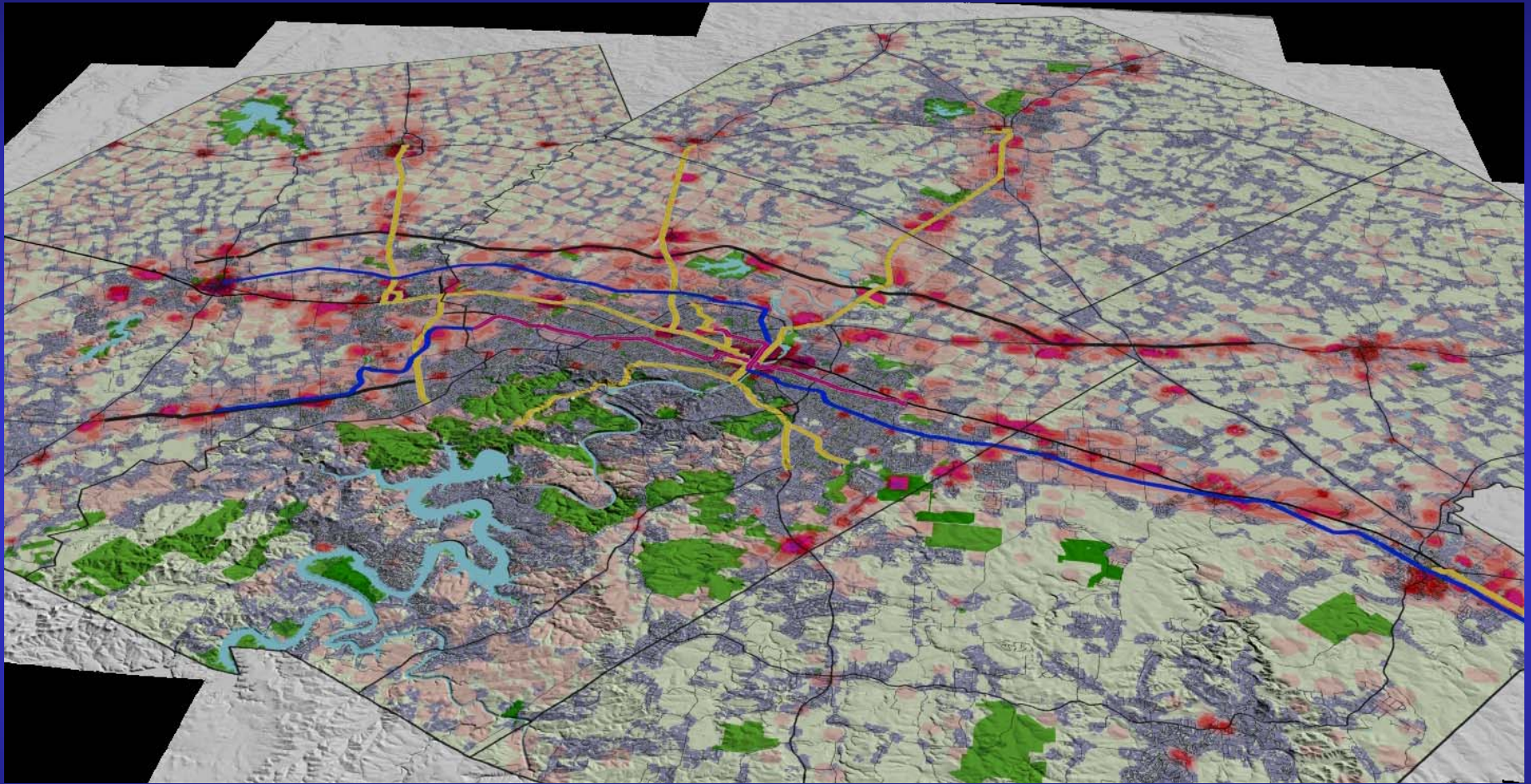


Scenario A



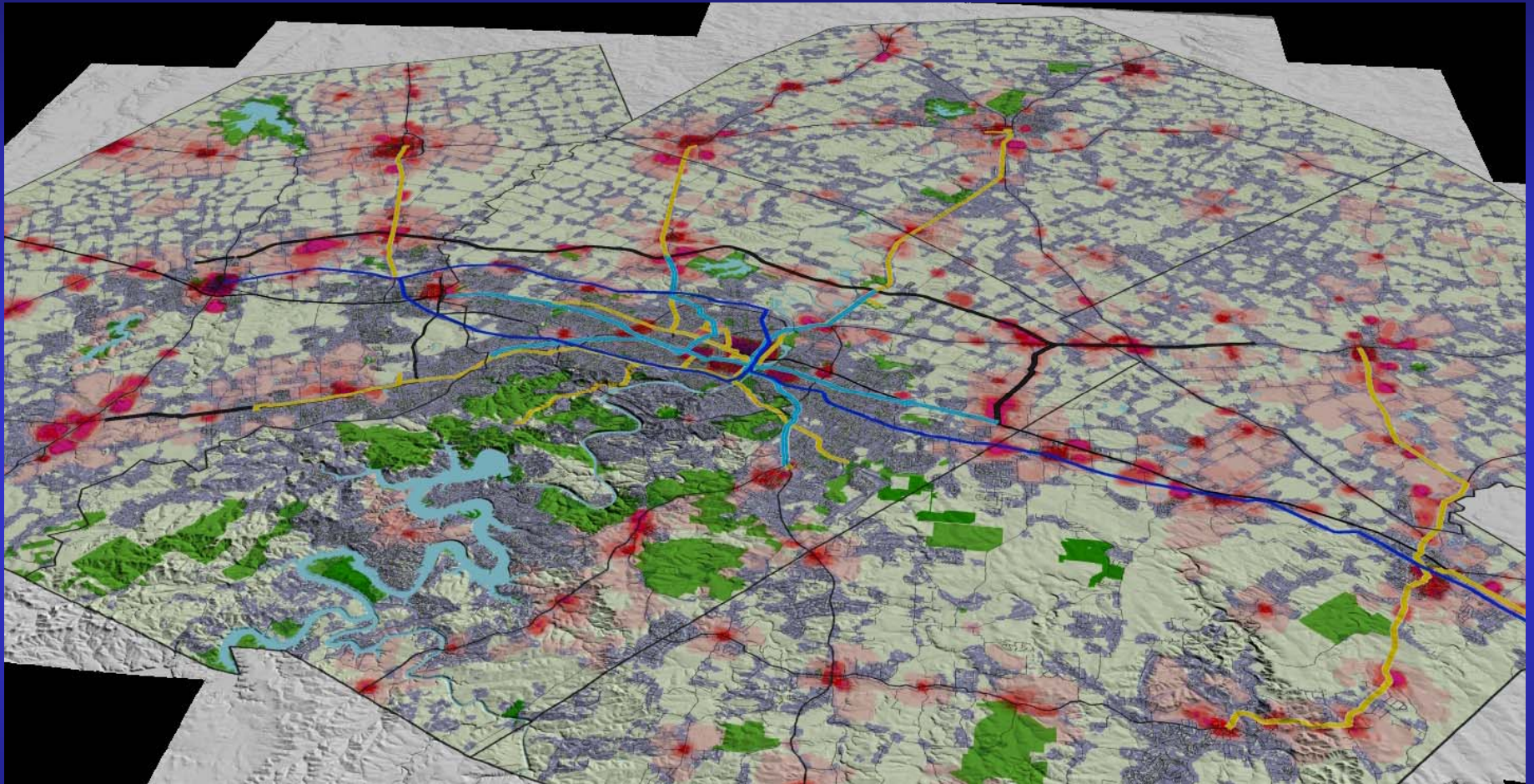
Envision Central Texas

Scenario B



Envision Central Texas

Scenario C



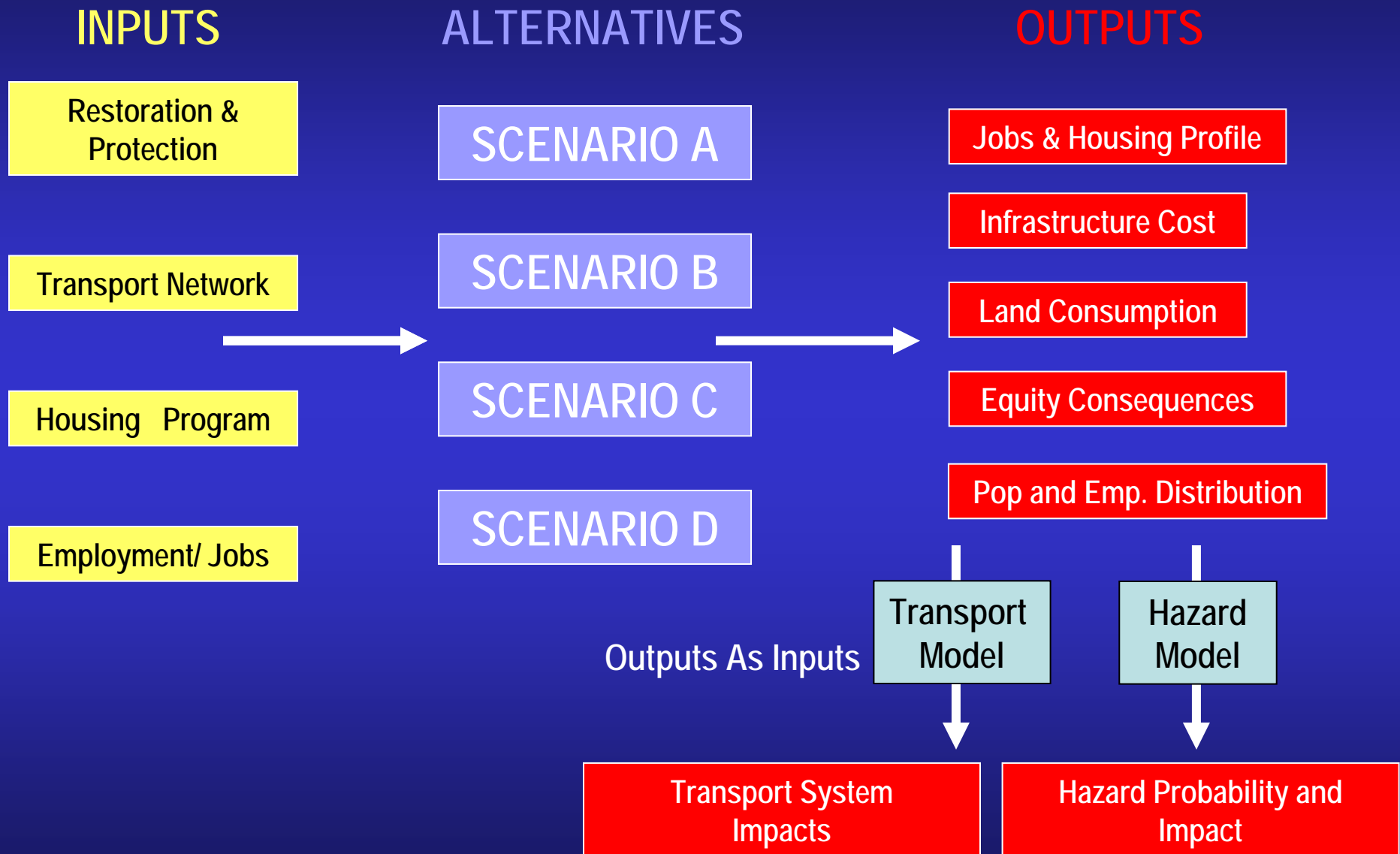
Envision Central Texas

Scenario D

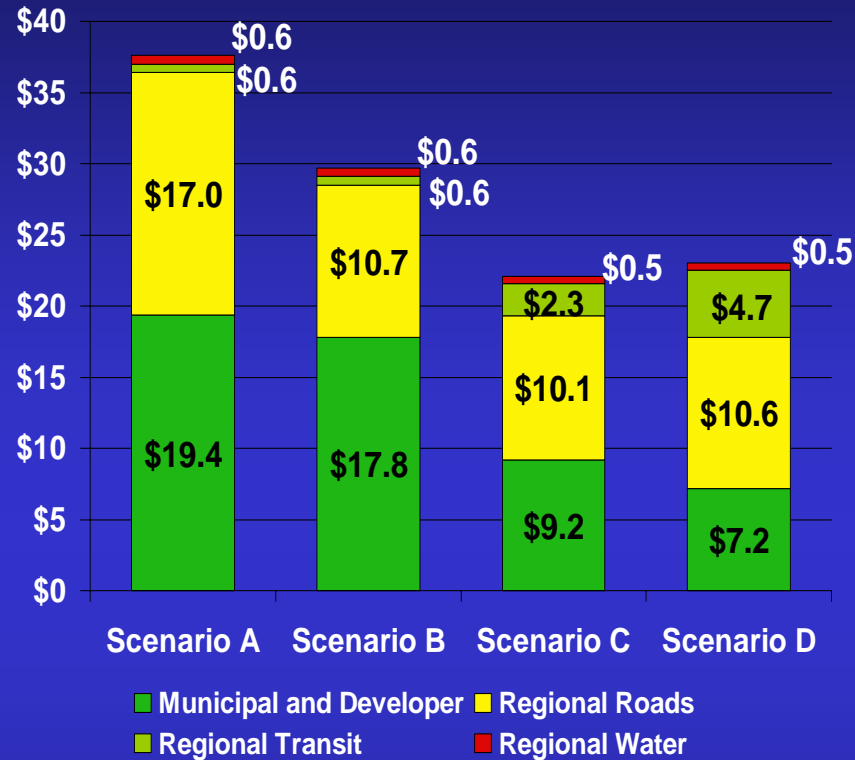


Envision Central Texas

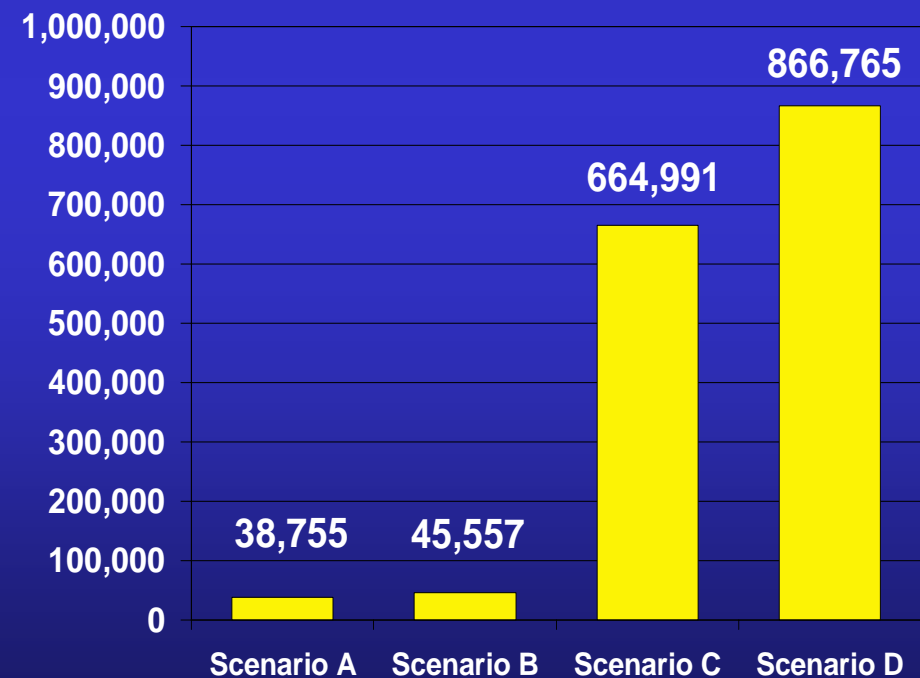
Scenarios and Their Consequences



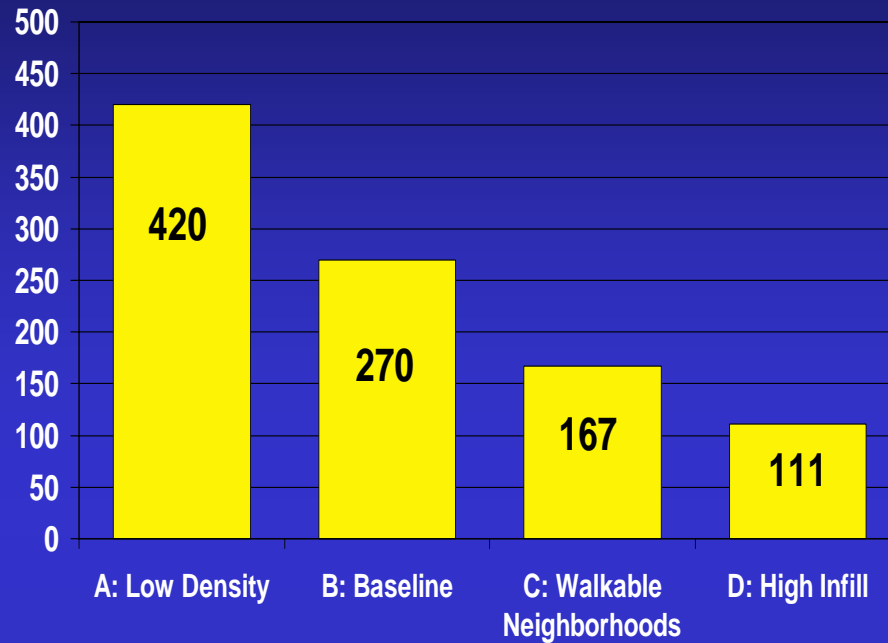
Alternatives Analysis



Population Within 1/2 Mile of Light Rail

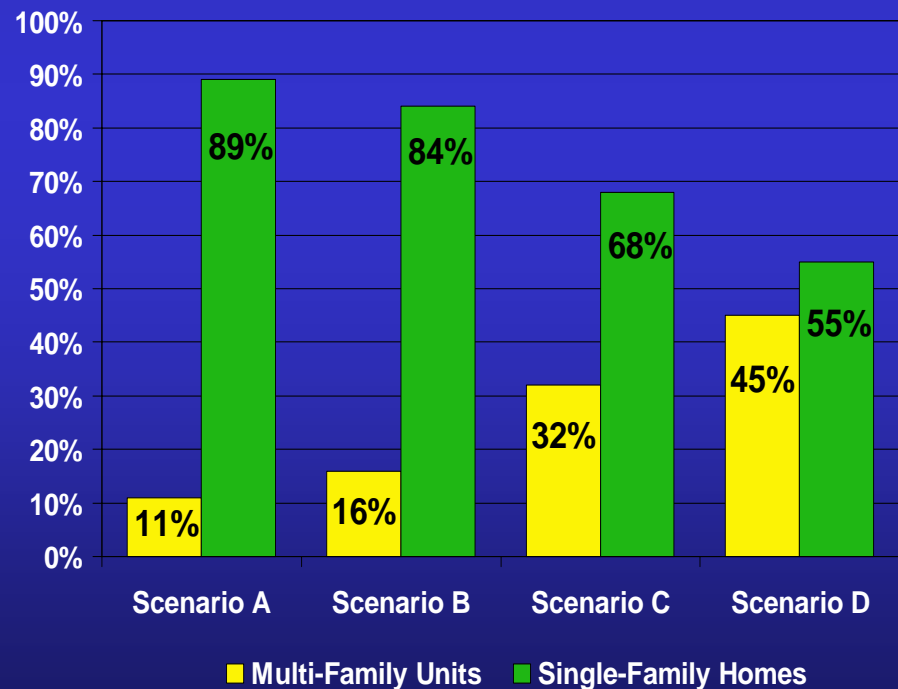


Alternatives Analysis



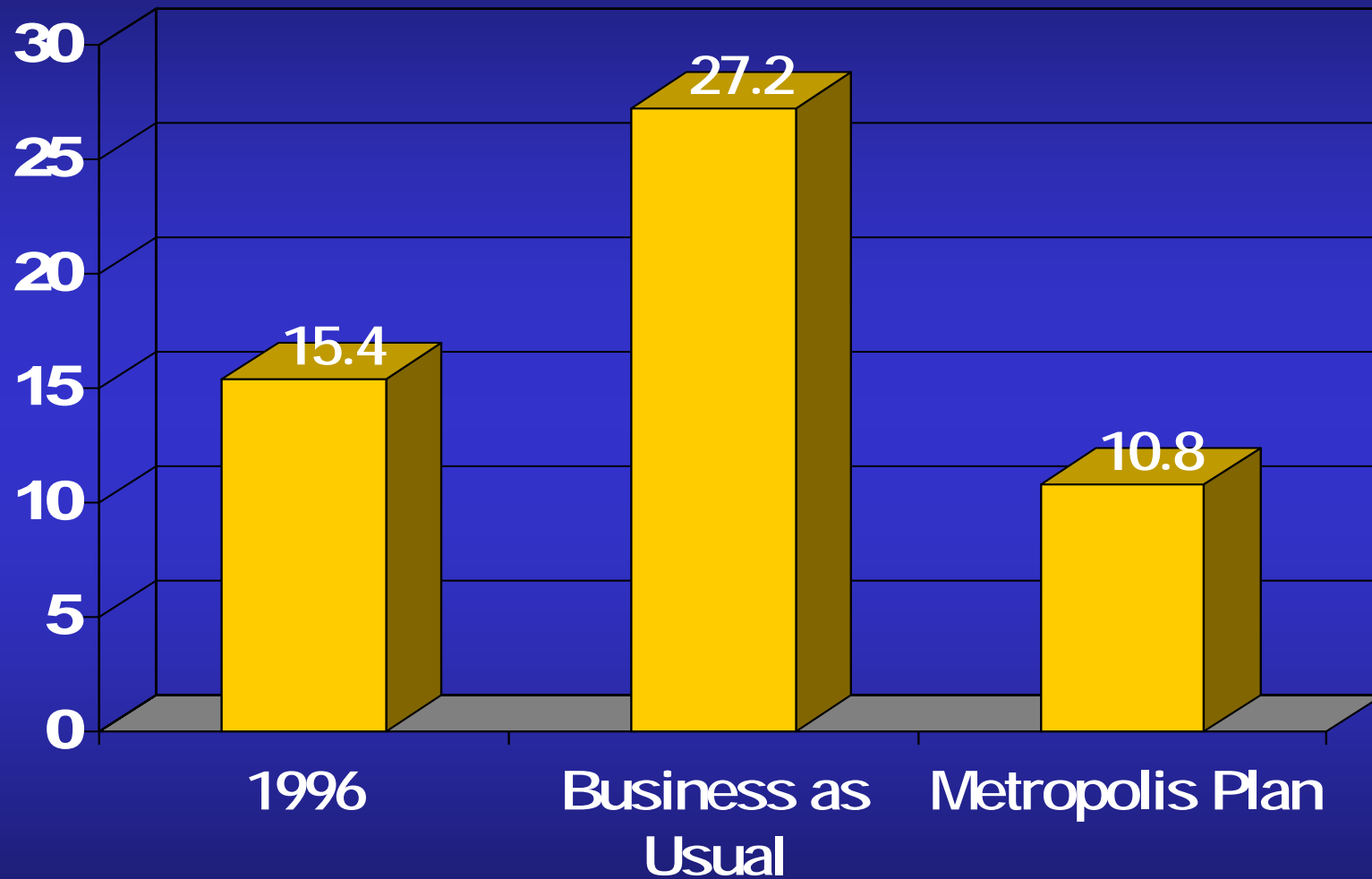
Land Area Added
(square miles)

New Dwelling Unit Types

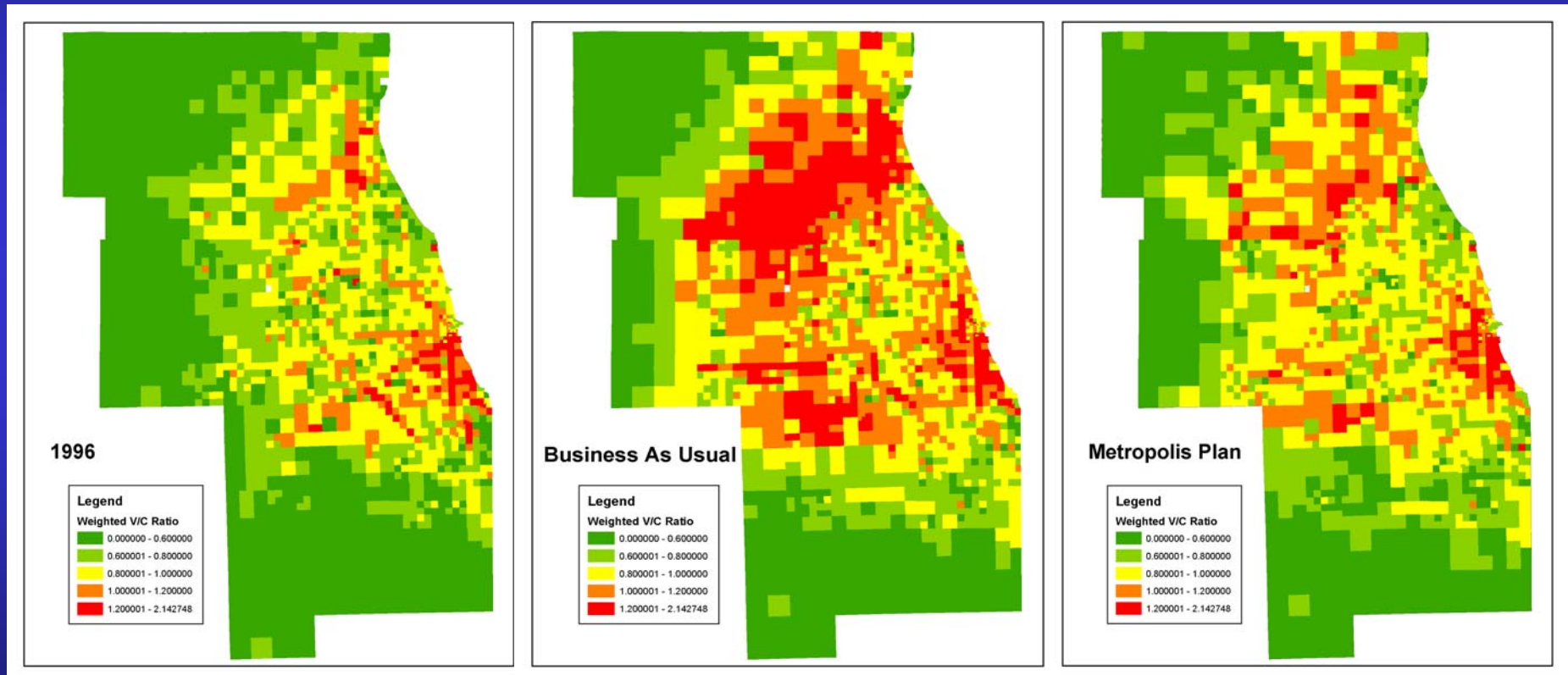


■ Multi-Family Units ■ Single-Family Homes

Congestion delay per day (min)



Congestion



Scenario Choices

CHOICES FOR 2020 AND BEYOND

Scenario A:



Description: Scenario A is the most conservative of the four. It is based on the current growth pattern of single-family homes in the region. The growth is concentrated in the central commercial area, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

Key Goals: To maintain the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

CHARACTERISTICS:

- Population:** 1,000,000 by 2020
- Land Use:** Single-family homes, commercial, and industrial
- Transportation:** Highways, roads, and public transit
- Environment:** Low impact on the environment
- Cost:** Low
- Quality:** High

Scenario B:



Description: Scenario B is the most moderate of the four. It is based on the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

Key Goals: To maintain the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

CHARACTERISTICS:

- Population:** 1,000,000 by 2020
- Land Use:** Single-family homes, commercial, and industrial
- Transportation:** Highways, roads, and public transit
- Environment:** Low impact on the environment
- Cost:** Low
- Quality:** High

Scenario C:



Description: Scenario C is the most aggressive of the four. It is based on the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

Key Goals: To maintain the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

CHARACTERISTICS:

- Population:** 1,000,000 by 2020
- Land Use:** Single-family homes, commercial, and industrial
- Transportation:** Highways, roads, and public transit
- Environment:** Low impact on the environment
- Cost:** Low
- Quality:** High

Scenario D:



Description: Scenario D is the most aggressive of the four. It is based on the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

Key Goals: To maintain the current growth pattern of single-family homes in the region, with the surrounding areas remaining largely undeveloped. The growth is expected to be slow and steady, with the region remaining largely rural.

CHARACTERISTICS:

- Population:** 1,000,000 by 2020
- Land Use:** Single-family homes, commercial, and industrial
- Transportation:** Highways, roads, and public transit
- Environment:** Low impact on the environment
- Cost:** Low
- Quality:** High

➤ Newspaper & Web Survey

- 570,000 surveys distributed along with a newspaper spread describing the Alternatives
- 17,500 surveys returned by mail and website

Growth Choices for the Year 2020

Consider the issues. Please indicate your preferences according to the instructions below. Do not indicate your personal preferences for the kind of future you want for yourself, but rather what you think would be best for the region as a whole.

Instructions: 1) Fill in the oval with the scenario you like best according to the table. 2) Then rank each topic according to how important it is to you by filling in the corresponding box in the left-hand column. (1=most important, 9=least important; no two topics may receive the same ranking)

Rank	Topic	Scenario A	Scenario B	Scenario C	Scenario D
1	Example	CAT	DOG	HORSE	FISH
2	Transportation Choices				
3	Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)	\$5.8 billion	\$4.8 billion	\$3.2 billion	\$2.1 billion
4	Air Quality (1=best, 4=worst)	4	2	1	3
5	Total Water Demand	134 billion gallons	111 billion gallons	26.4 billion gallons	21.1 billion gallons
6	Walkable Communities (walks to work, school, transit)				
7	Average Size of Single-Family Lot	.37 acre	.35 acre	.29 acre	.27 acre
8	Single Family Homes vs. Condos, Apts. & Townhomes	77% Single, 23% Condo	75% Single, 25% Condo	68% Single, 32% Condo	62% Single, 38% Condo
9	Amount of New Land Consumed: 1998 - 2020	409 sq mi	325 sq mi	126 sq mi	85 sq mi
10	Agricultural Land Consumed: 1998 - 2020	174 sq mi	143 sq mi	65 sq mi	43 sq mi

Choose a Scenario: Given the priority you have assigned to these categories, decide how they should be mixed to create a desirable quality of life in 2020 and beyond. The scenario descriptions in this newspaper fold-out will tell you what mixtures are feasible in the Greater Wasatch Area. You may select one of the scenarios as described, or choose a point somewhere between the two you like best. You may also choose an option outside the range we have identified, if you feel that either Scenario A or Scenario D should be taken further in some respect.

Scenario A Scenario B Scenario C Scenario D

If you favor a less expensive scenario (Scenario C or D), what would you like to do with the money not spent for growth? Mark no more than three.

☐ Education ☐ Affordable housing ☐ Attracting new businesses/jobs

☐ Keep in the family budget ☐ Urban renewal ☐ Arts and culture

☐ Human and social services ☐ Police and fire protection ☐ Preserve open spaces

If you favor a more expensive scenario (Scenario A or B), indicate where the additional money should come from to pay for growth. Mark no more than three.

☐ Education ☐ Affordable housing ☐ Attracting new businesses/jobs

☐ Increase Taxes ☐ Urban renewal ☐ Arts and culture

☐ Human and social services ☐ Police and fire protection ☐ Preserve open spaces

- What is your 5-digit zip code?
- How old are you? ☐ Under 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ Over 65
- What is the highest level of formal education you have completed? ☐ Some high school ☐ High school diploma or GED ☐ Technical or vocational ☐ Some college ☐ College degree (BA or BS) ☐ Post-graduate
- What is your annual household income before taxes? ☐ Under \$20,000 ☐ \$20,000 - 40,000 ☐ \$40,000 - 60,000 ☐ \$60,000 - 80,000 ☐ \$80,000 - 100,000 ☐ Over \$100,000

- How many children under age 18 live in your household? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8+
- Which of the following best describes your occupation? (Select ONE)

☐ Executive / Managerial ☐ Armed Services ☐ Fabricator / Laborer / Artist

☐ Owner / Self-Employed ☐ Driver / Machine operator ☐ Service Worker (food, cleaning)

☐ Support staff / Clerical ☐ Student ☐ Homemaker

☐ Technician / Computer-related ☐ Police / Fire / Postal ☐ Retired

☐ Public / Fire / Postal ☐ Sales / Retail ☐ Teacher / Education

First Name Last Name

Number & Street Address

City State Zip Code













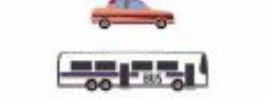



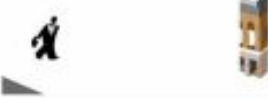



Please provide your name and address if you would like to be added to the Envision Utah mailing list.

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HERE

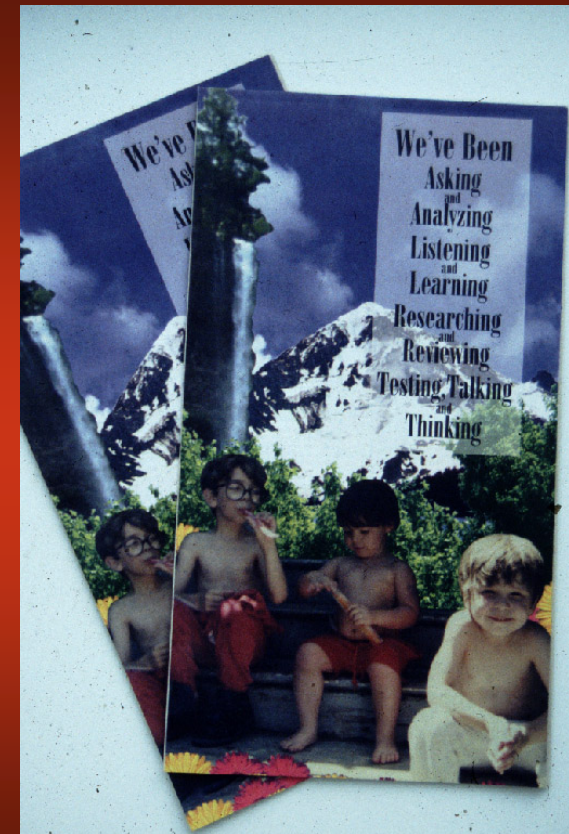
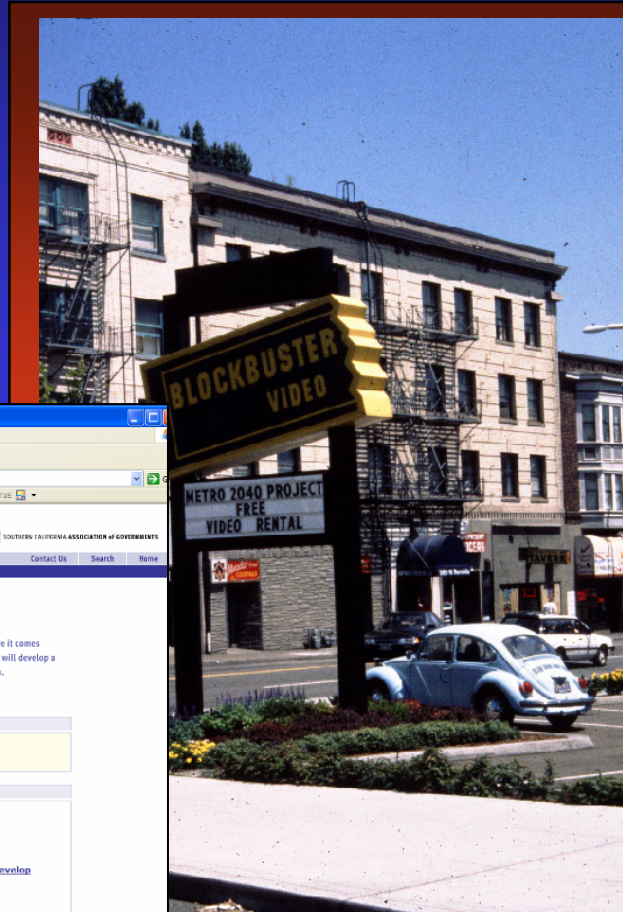
Envision Utah
P.O. Box 27648
Salt Lake City, UT 84130

Tape together here before mailing

Indicators for Scenario Evaluation

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Agricultural Land Consumed: 1998 - 2020	174 sq mi 	143 sq mi 	65 sq mi 	43 sq mi 
Topic	Scenario A	Scenario B	Scenario C	Scenario D
Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)	\$38 billion \$\$\$\$\$ 	\$30 billion \$\$\$\$\$ 	\$22 billion \$\$\$ 	\$23 billion \$\$\$! 
Topic	Scenario A	Scenario B	Scenario C	Scenario D
Single Family Homes vs. Condos, Apts. & Townhomes	SF 77% Condos, etc. 23% 	SF 75% Condos, etc. 25% 	SF 68% Condos, etc. 32% 	SF 62% Condos, etc. 38% 
Topic	Scenario A	Scenario B	Scenario C	Scenario D
Transportation Choices				
Topic	Scenario A	Scenario B	Scenario C	Scenario D
Walkable Communities (Walk to work, stores, school, transit)				

Scenario Choices: Videos, Mailers, Inserts, Internet



Group Voting

- Economic Development Strategy
- Restoration and Protection Issues
- Development Strategies
- Transportation Strategies
- Implementation Ideas



PUBLIC AWARENESS EFFORTS

Television, Radio and Newspaper



Let's start today creating more regional public transportation choices

*that will help maintain quality of life for us,
our children and grandchildren*

MORE INFO TODAY
CHANNEL 5 - 11:30 A.M.

More Choices for people from every walk of life

While most of us will continue to drive automobiles, the region will benefit from a more convenient and reliable public transportation system that will give us all more choices and options, more freedom and mobility, and provide more opportunities for people from every walk of life to get to and from work, shopping and recreation. A system can include commuter rail, light rail, lower cost self-powered rail, private vans and buses, and more bus routes with more frequent service. Your locally elected officials have developed a long-term region-wide plan to create a balanced public transportation system that will accommodate residents throughout the Greater Wasatch Area, but additional funds and citizen involvement will be necessary.

Investing today saves money

A region-wide public transportation system is a key Envision Utah strategy, which as part of a package of strategies, can help preserve our quality of life and can save the region 4-1/2 billion dollars over the next 30 years, as well as reduce personal transportation costs to those using the system.

Opportunities will be lost and expenses will go up if we fail to move forward now

With the addition of another million people by 2030, land will become more scarce and places to build new roads or rights of way for public transportation will become more expensive and difficult to find. Increasing the capacity of rail transit is more cost effective and uses less land than adding additional lanes to our roads and highways. Developing a region-wide public transportation system can help take the pressure off critical lands we may wish to preserve.



Benefits the economy and quality of life

The benefits go beyond transportation choices. Developments for housing, shopping, work, recreation and cultural amenities can economically and aesthetically enhance key sites adjacent to public transportation routes. Communities that provide convenient and reliable public transportation exhibit a vitality that gives them a competitive edge in capturing economic development and in attracting and retaining businesses and workers. A region-wide public transportation system also benefits non-riders by reducing the increase of congestion and time spent in traffic, resulting in more time to spend with family and friends. In addition, it helps reduce mobile emissions released, which will help keep Utah's air clean.

It's up to you!

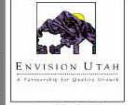


Cars, buses, & rail modes of our future transportation



Passengers boarding commuter rail

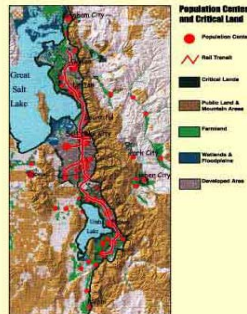
Learn more
about these
and other
Envision Utah
strategies
today
11:30 A.M. ON
KSL/CHANNEL 5



www.EnvisionUtah.org

Facts and information

Envision Utah's Quality Growth Strategy through the year 2020



ENVISION UTAH'S QUALITY GROWTH STRATEGY IDENTIFIES SIX PRIMARY GOALS

- Increase mobility and transportation choices
- Enhance air quality
- Preserve critical lands
- Conserve and maintain the availability of water resources
- Provide housing opportunities for a range of family and income types
- Maximize efficiency in public and infrastructure investments

The Wasatch Front Regional Council and the Metropolitan Association of Governments (MAG) have adopted a 20-year long-range transportation plan that includes major improvements to our region's public transportation system.

The implementation of Envision Utah's Quality Growth Strategy, which includes constructing a region-wide transportation system, will reduce total infrastructure costs by \$4.5 billion dollars over the next 30 years. This translates into a \$0.5 billion savings in total regional and sub-regional costs, approximately \$0.5 billion savings in regional water costs, and an additional \$0.5 billion in public transportation projects, and \$0.5 billion in savings in other infrastructure costs. Quality Growth Strategy also includes \$0.5 billion in savings in other infrastructure costs. Quality Growth Strategy also includes \$0.5 billion in savings in other infrastructure costs.

is a part of the plan in Salt Lake, Ogden, and Weber Counties, 80% of residents favor the expansion of the public transportation system, including the expansion of light rail, building commuter rail, increased bus service, van-pooling and ride-sharing. (Jan. 2000 and March 2000, July 10-20, 2000)

Envision Utah's Quality Growth Strategy shows that through the implementation of a region-wide public transportation system, accompanied by changes in land use and transit, 17.9 square miles less land will be converted to urban use over the next 30 years compared to business-as-usual. The plan

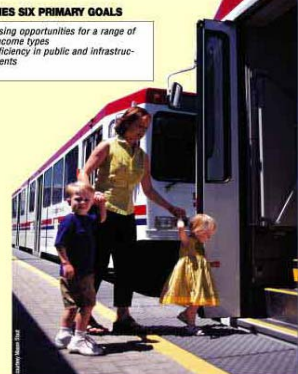
allows for the conversion of 116 square miles of agricultural land.

According to information gathered from the Wasatch Front Regional Council, there is a high level of public support for the plan. A survey of 1000 people in the Wasatch Front area found that 80% of the respondents support the plan to build the capacity of the highway.

Some \$2.4 billion worth of investment has been committed to the project since the decision to build. At least in the State of Colorado, the plan, Portland, Oregon, September, 1999.

A 1998 Transit Transportation Institute Report on transportation issues found between 1986 and 1996, the Salt Lake area experienced the greatest growth in congestion in the country. Since 1980, congestion of Utah roads has increased by over 50%.

GOETZ's transportation modeling for Envision Utah's Quality Growth Strategy resulted in a reduction in vehicle miles traveled of 2.4 million per day. At the same time, average speeds increased by 10.5%, travel time decreased by 10.5%, and total emissions were reduced by 2.5 percent, a total of 65 tons per day due to a reduction in mobile emissions of 7.3 percent. This reduction is a result of more transit, less driving, and higher average peak speeds.



Envision Utah Keeping Utah beautiful, prosperous and neighborly for future generations

Paid for with private funds by the Coalition for Utah's Future, sponsors of Envision Utah. T&U

LOUISIANA SPEAKS
Our Voice. Our Plan. Our Future.

Regional and Long Range Planning Team

**Ergonese
Calthorpe
ASSOCIATES**
Urban & Regional Planning

CALTHORPE ASSOCIATES
URBAN DESIGNERS, PLANNERS, ARCHITECTS

Vision, Plan and Monitoring



VISION

- Paints a desired future for all of South Louisiana
- Highlights major features, infrastructure, and other elements of regional growth

ACTION

- Identifies regionally significant actions and policies essential to the Vision
- Targets "do now" action items for the region to pursue

MONITORING

- Establishes measurable targets for achieving the Vision
- Creates a program to track progress toward reaching targets

Long Range/Regional Planning Project Update